

Rep Order# 8889127  
EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 10/25/2012 5:21 PM  
Last Received: 10/25/2012 12:37 PM  
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS  
Advertiser ( ) CROSSROADS GPS  
Product ISSUE  
Estimate# 1290  
Buyer EMILY MILHOAN  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //1290  
Flight Dates 10/29/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR CROSSROADS GPS. PLEASE CONFIRM.  
THANKS  
STEFAN/MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M-F	500A-600A		:30	\$3,000.00	10/29-11/02	4	1	4	\$12,000.00	
				Buyline Comment: NEWS								
	2	M	500A-600A		:30	\$3,000.00	11/05-11/05	1	1	1	\$3,000.00	
				Buyline Comment: NEWS								
	3	M-F	600A-700A		:30	\$3,000.00	10/29-11/02	3	1	3	\$9,000.00	
				Buyline Comment: NEWS								
	4	M	600A-700A		:30	\$3,000.00	11/05-11/05	1	1	1	\$3,000.00	
				Buyline Comment: NEWS								
	5	M-F	700A-900A		:30	\$3,000.00	10/29-11/02	3	1	3	\$9,000.00	
				Buyline Comment: EARLY SHOW								
	6	M	700A-900A		:30	\$3,000.00	11/05-11/05	1	1	1	\$3,000.00	
				Buyline Comment: EARLY SHOW								
	7	M-F	900A-1000A		:30	\$2,000.00	10/29-11/02	5	1	5	\$10,000.00	
				Buyline Comment: KELLY								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	8	M	900A-1000A		:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
				Buyline Comment: KELLY								
	9	M-F	1200P-1230P		:30	\$2,000.00	10/29-11/02	5	1	5	\$10,000.00	
				Buyline Comment: NEWS								
	10	M	1200P-1230P		:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
				Buyline Comment: NEWS								
	11	M-F	1230P-200P		:30	\$5,000.00	10/29-11/02	3	1	3	\$15,000.00	
				Buyline Comment: SOAPS/DEAL								
	12	M	1230P-200P		:30	\$5,000.00	11/05-11/05	1	1	1	\$5,000.00	
				Buyline Comment: SOAPS/DEAL								
	13	M-F	300P-400P		:30	\$2,500.00	10/29-11/02	2	1	2	\$5,000.00	
				Buyline Comment: ELLEN								
	14	M	300P-400P		:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
				Buyline Comment: ELLEN								
	15	M-F	400P-500P		:30	\$2,500.00	10/29-11/02	2	1	2	\$5,000.00	
				Buyline Comment: NEWS								
	16	M	400P-500P		:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
				Buyline Comment: NEWS								
	17	M-F	500P-630P		:30	\$3,000.00	10/29-11/02	4	1	4	\$12,000.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	18	M	500P-630P		:30	\$3,000.00	11/05-11/05	1	1	1	\$3,000.00	
				Buyline Comment: NEWS								
	19	M-F	630P-700P		:30	\$5,500.00	10/29-11/02	1	1	1	\$5,500.00	
				Buyline Comment: INSIDE ED								
	20	M	630P-700P		:30	\$5,500.00	11/05-11/05	1	1	1	\$5,500.00	
				Buyline Comment: INSIDE ED								
	21	M-F	1100P-1135P		:30	\$5,000.00	10/29-11/02	5	1	5	\$25,000.00	
				Buyline Comment: NEWS								
	22	M	1100P-1135P		:30	\$5,000.00	11/05-11/05	1	1	1	\$5,000.00	
				Buyline Comment: NEWS								
	23	M-F	1135P-1237A		:30	\$2,000.00	10/29-11/02	3	1	3	\$6,000.00	
				Buyline Comment: LETTERMAN								
	24	M	1135P-1237A		:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
				Buyline Comment: LETTERMAN								
	25	SA-SU	1100P-1135P		:30	\$2,500.00	11/03-11/04	1	1	1	\$2,500.00	
				Buyline Comment: NEWS								
	26	SU	800A-830A		:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
				Buyline Comment: NEWS								
	27	SU	500P-530P		:30	\$3,000.00	11/04-11/04	1	1	1	\$3,000.00	
				Buyline Comment: NEWS								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	28	SU	530P-600P		:30	\$2,150.00	11/04-11/04	1	1	1	\$2,150.00	
				Buyline Comment: INSIDE ED								

---REPORT TOTALS---

Report Totals: 56 / \$171,150.00

---SALES MONTHLY TOTALS---

Nov 12: 56 / \$171,150.00  
Sales Totals: 56 / \$171,150.00  
Station Totals: 56 / \$171,150.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$570,500	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+